

Job Specification & Recruiting Profile of Vacancy

23 July 2023

The following vacancy exists at NSFAS in Cape Town.

Position	Senior Manager - Brands & Events Management	Type & Grade	D2 – D3 Permanent
Vacancy No	15 of 2023/24	Department & Unit	Corporate Services, Brands & Events Management

POSITION OVERVIEW:

To develop, manage and ensure the implementation of the NSFAS brand, campaigns, advertising and digital/online communications strategies and support services to improve the brand and reputation of the organisation

RESPONSIBILITIES:

Policy, Systems & Procedure Development

- Participate in the development and management of the NSFAS Brand and events policy(ies), guidelines, and procedures in the business unit.
- Oversee the utilisation and implementation of the Brand and events related policies, processes, efficiency channels and databases to resolve stakeholder queries and complaints.

Core Strategic & Operational Objectives Development

- To lead the brand strategy development that translates into a corporate identity of the organisation.
- To lead the development and coordination of the creative concept and brand activation mechanisms for the organisation.
- To manage the implementation and improvement of the use of NSFAS Corporate Identity Manual & Branding Guidelines.
- To provide clear brief and direction for a design, layout and finished art on all organisational branding.
- To provide editorial support through writing, editing and translation services to all brand and events initiatives.
- To inform advertise campaign planning and implementation mechanisms for the organisation.
- To participate in the planning, buying, monitoring and responses in the media space and their impact on the NSFAS brand.
- To lead the print and electronic production standards for the organisation.
- To participate in the website design processes, outlook and management.
- To conceptualize and implement a comprehensive digital strategy for NSFAS campaigns and brand positioning.
- To develop, coordinate and improve external partnerships and support for multiple target audiences.
- To strengthen campaigns that attracts sponsors, funders, and other partnerships through strategic organisational services positioning.
- To partner with the communications management unit on the reviewing and improvement of the joint processes and opportunities for the positive branding outlook of the organisation priority areas
- To manage the production of selected corporate communications products and service offerings.
- To provide editorial support through writing, editing and translation services.
- To develop multimedia and marketing tools, templates and guidelines for marketing products and ensure visual coherence of the NSFAS brand.

- To coordinate other investor communications requests and ideas across the other communications teams.
- To update, maintain and enhance marketing of the NSFAS communications toolkit.
- To develop new and enhance existing marketing avenues critical to achieving the NSFAS goal of customers and user experience

People Management & Ethical Leadership

- Manage and/or delegate participation in the recruitment and selection of unit vacancies in line with Employment Equity targets.
- Lead and manage the unit team to achieve the set and agreed programmes.
- Direct, inspire, coach and mentor subordinates to deliver quality programmes in line with NSFAS Values
- Lead and manage the individual performance contracting and review process for subunits.
- Lead and manage all disciplinary matters of subunits related to performance and conduct issues

Stakeholder Management & Relationships

- Develop, collaborate and manage a comprehensive database of marketing experts and counterparts in the industry-writers, editors, designers, marketers, researchers and translators
- Collaborate with internal stakeholders to ensure that marketing and brand initiatives are fully implemented.

Project Management & Leadership

- Manage and supervise the projects to address identified needs per marketing and brands deliverables.
- Analyse and interpret project reports on completion of the project to evaluate return on investment and to inform decision-making in the unit

Budget optimisation

- Forecast for unit core administration activities and projects
 - Expenditure in line with core activities and projects
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Risk, Compliance Monitoring & Evaluation

- Lead and manage the plans and processes of Brand and events in line with legislation.
- Lead and manage the plans and processes that support the implementation of identified key controls and established risk mitigation procedures.
- Analyse and improve the audit, risk and compliance outlook.

Information & Knowledge Management

- Collaborate with stakeholders to build systems that enable the management of data obtained from different sources.
- Collaborate with stakeholders to use their experience, education and understanding to obtain knowledge from this information.

Reporting & Accountability

- on unit strategic KPIs progress
- on the unit operational plan progress
- on strategic stakeholders issues and interventions management
- on internal and external audit and risk
- on any other work in the mandate of the Brand and events unit

DESIRED SKILLS AND EXPERIENCE

Minimum requirements:

- NQF Level 6 in Communications, Marketing Public Relations, Branding and Digital Marketing Communications
 - Computer literacy – Intermediate Microsoft Package
 - Drivers License
 - Atleast 8 years plus proven experience in writing, editing, brand management, projects and campaigns and social media space
 - At least 3 years proven management experience which includes dealing with budgets, business
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planning, employee management and development

- Proven track record as a marketing and brand manager or equivalent
- Experience in managing/leading a team and managing a creative team including designers, writers, etc.
- Evidence of managing/Supervising people
- Knowledge of PFMA and the public service
- Knowledge of Higher education and training and the political climate that dominates student politics
- Knowledge of a marketing and communications environment and processes

Preferred

- 15 Years' experience in writing, editing, brand management, projects and campaigns and social media of which at least 10 should be at the management level in the higher education sector.
- Solid exposure in project management processes and software
- Solid knowledge of Higher education and training
- Solid knowledge of marketing and communication environment and processes

Skill and Competencies:

- Communication skills
 - Problem-solving
 - Attention to detail
 - Leadership skills
 - Report writing
 - Decision making
 - Planning skills
 - Organisational skills
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- Execution skills
 - Time management skills
 - Creative thinking
 - Interpersonal skills
 - Presentation skills
 - Project management skills
 - Analytical skills
 - Strategic thinking

REMUNERATION & BENEFITS

Remuneration Package: R1 024 898 – R1 306 245 per annum

Total Cost to Company per annum inclusive of all benefits and company contributions.

PLEASE NOTE

Closing date: 06 August 2023

Interested applicants must complete and submit an **Employment Application Form** available on the NSFAS website. The form must be supported by a detailed Curriculum Vitae which includes amongst other things the vacancy name/position title you are responding to, copies of academic qualifications, Identity Document, and names of three contactable referees. The response must be addressed to the attention of Mr. Sive Hlobo via the following email address: **jobs@nsfas.org.za**.

Please note the following contact details are for enquiries about **JOB CONTENT ONLY** and **NOT** for application purposes.

For Enquiries please contact: Email: Siveh@nsfas.org.za

The NSFAS does not consider late applications. The NSFAS talent acquisition team only corresponds with Shortlisted Candidates. Should you not hear from the NSFAS talent acquisition team within 2 months from the closing date, please consider your application unsuccessful.

**** NSFAS committed to employment equity. Preference will be given to candidates who improve employment equity considerations ****

“NSFAS is committed to providing equal opportunities and practicing affirmative action employment. It is our intention to promote representivity (race, gender, disability) in the organisation through filling of this position and candidates whose appointment will promote representivity will receive preference. “
